

# Alaska Seafood Marketing Institute

March 8, 2024  
SWAMC Annual Conference

Greg Smith, Communications Director  
Alaska Seafood Marketing Institute



- **Economic Impact of Alaska Seafood**
- **ASMI Overview**
- **Marketing Alaska Seafood**
- **ASMI Resources**

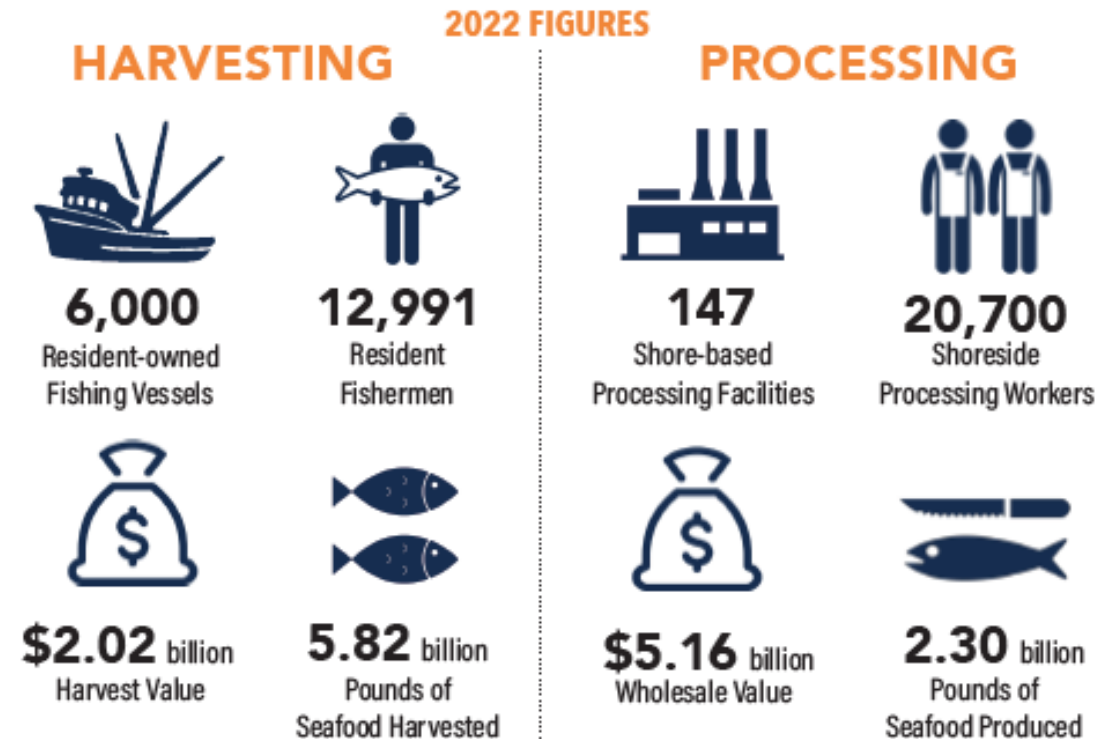




# The Alaska Seafood Industry – A Pillar of Alaska’s Economy



- Directly employs **48,800 workers** annually, who earn **\$1.8 billion** in labor income
  - 17,000 Alaskans from more than 140 communities employed in seafood industry
- **\$6.0 billion total economic impact to AK**
  - **\$15 billion nationally**
- **140 shore-based processors in 40+ communities**
  - Largest manufacturing sector in Alaska
- **\$161 million** in annual state, municipal, and federal taxes, fees, and assessments paid by Alaska seafood industry



*Alaska annually harvest 60% of all U.S. wild seafood*



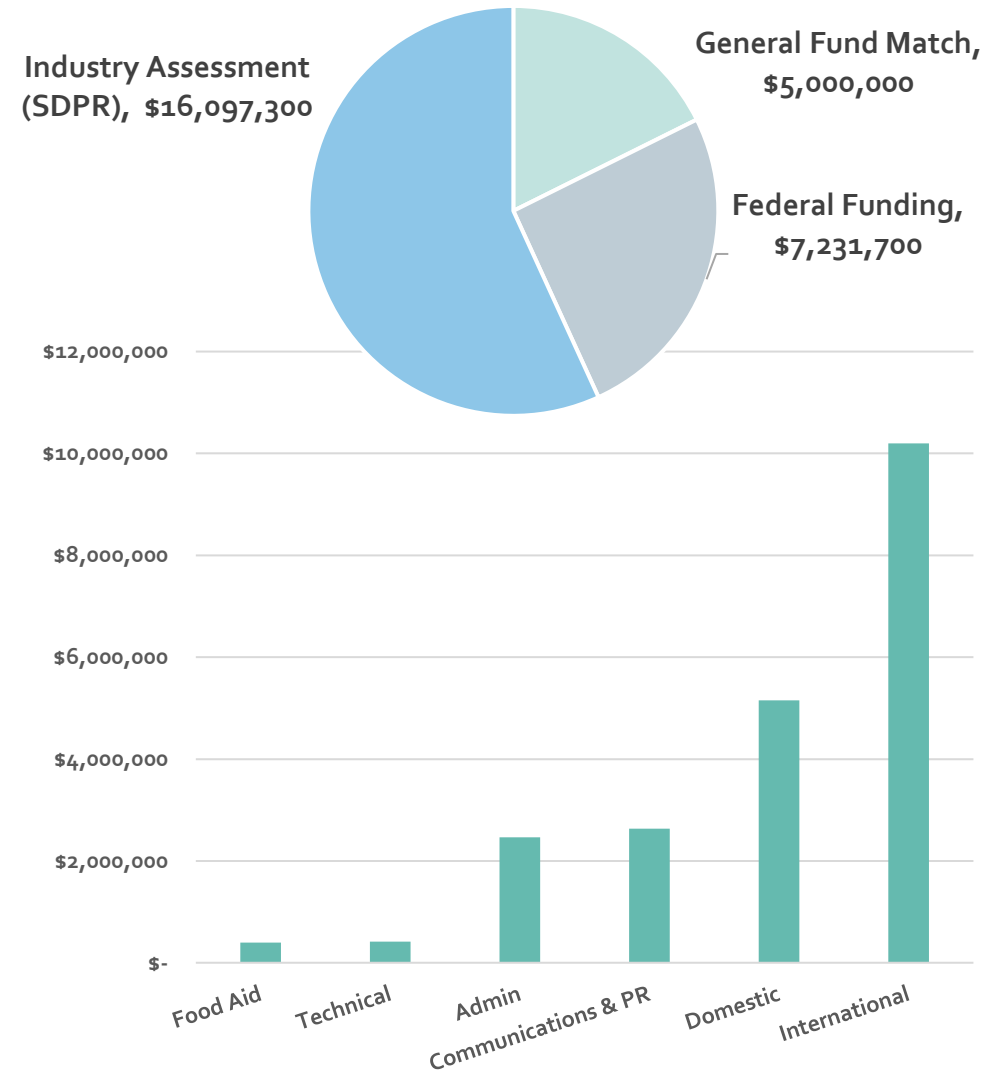
# What is the Alaska Seafood Marketing Institute?

As Alaska's official seafood marketing arm, **ASMI maximizes the economic value of the Alaska seafood resource** by:

- building and protecting the Alaska Seafood brand
- developing and creating markets for Alaska seafood products
- working directly with the seafood industry to maximize efforts

ASMI is directed by a Governor-appointed Board of Directors: five processors, two commercial harvesters; and 9 board-appointed Species and Operational Committees.

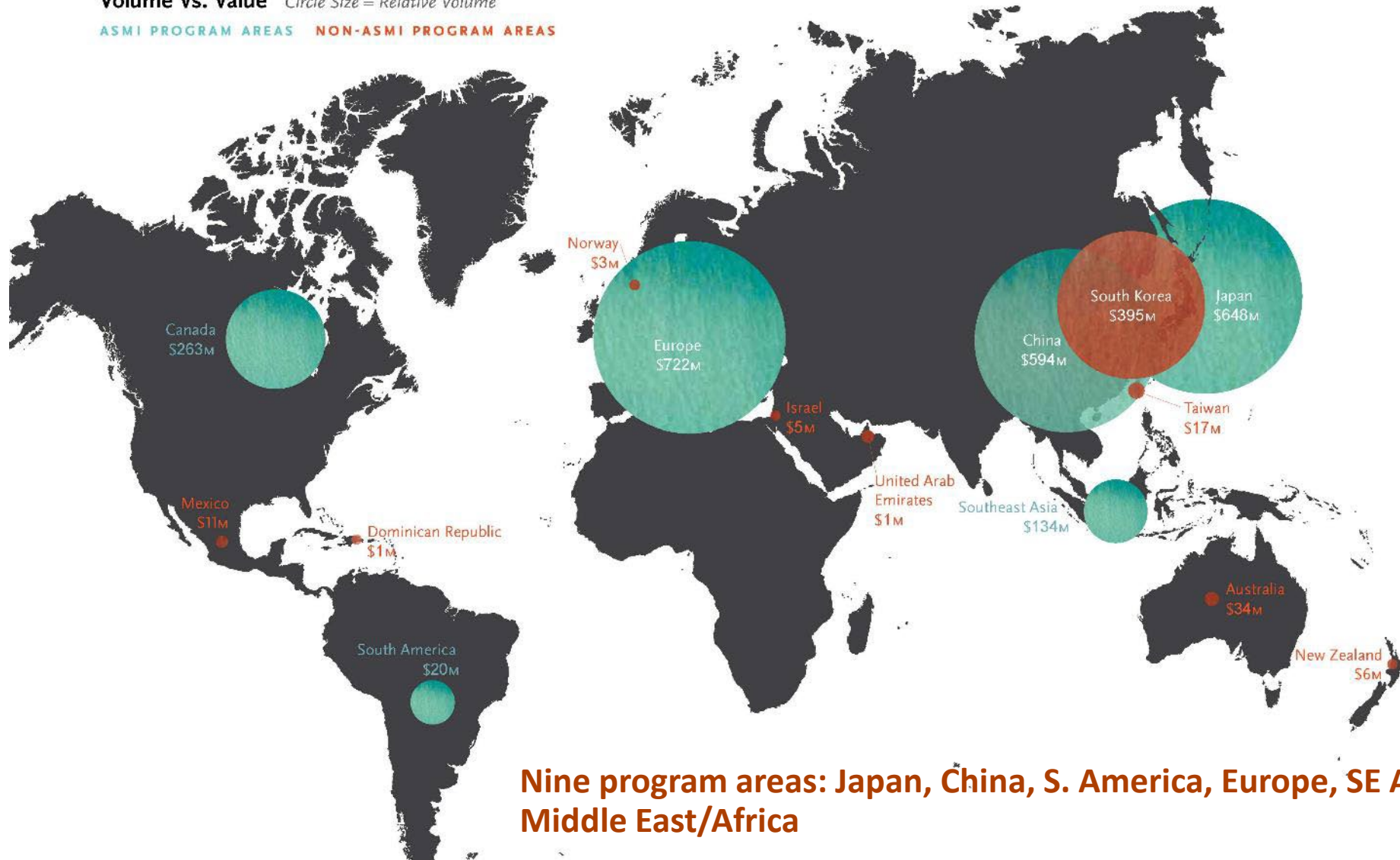
FY24 ASMI Revenues & Spend Plan



# Global Market Diversification

Volume Vs. Value *Circle Size = Relative Volume*

ASMI PROGRAM AREAS NON-ASMI PROGRAM AREAS



**Nine program areas: Japan, China, S. America, Europe, SE Asia, Middle East/Africa**

About 60-70% by value of Alaska seafood production exported annually to 100 countries

U.S. has largest market share with more than 30% by value

China/South Korea largest trading partners primarily for transshipping and reprocessing

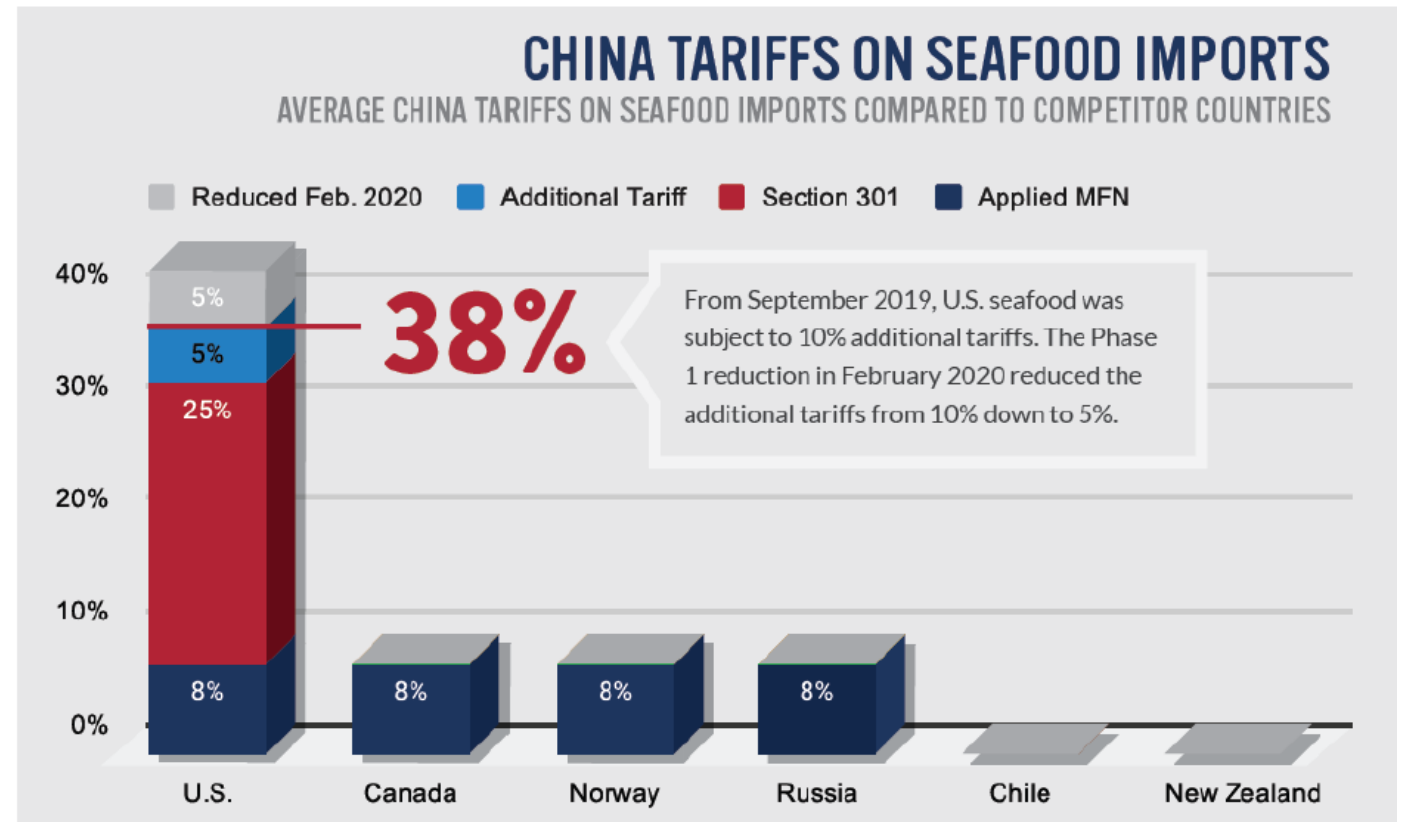
Japan/Europe largest direct foreign markets



# Alaska Seafood Needs Market Diversification

- Exports to China dropped \$450M from 2017 to 2020
  - Was #1 Export Market Prior to 2017
  - A 20-year investment by Alaska Seafood Industry & ASMI
- Grow Southeast Asia
- Expand South America
- Eastern Europe?
- North Africa/Middle East?
- India?

*Alaska Seafood Needs Global Market Diversification Now More Than Ever*





**Domino's**

**NEW! 明太子ピザ**

# MENTAIKO PIZZA

Indulge in the flavors of Japan!

Mentaiko Mayo Sauce  
明太子マヨソース  
Creamy, umami seasoned cod roe and mayonnaise.

Succulent Prawns

**CLASSICS**

**Ebi Mentaiko Pizza**

+\$2 Personal | +\$3 Regular | +\$5 Large | +\$7 Xtra Large

Milky Hokkaido Cream Cheese

Juicy Pineapple

dominos.com.sg

Surcharge may apply - Visual shown is

62

**McDonald's**

明太子

## เมนโตโกะ พิชเบอร์เกอร์

MENTAIKO FISH BURGER

จับพันกับซอสไหลปลาญี่ปุ่น และสาหร่าย

อร่อย ใหม่ ที่โตเกียว ญี่ปุ่น

ชุดแมคฟิช FILET-O-FISH 99.-  
ปกติ 213.-

ใหม่ ชุดเมนโตโกะ พิชเบอร์เกอร์ MENTAIKO FISH BURGER พิเศษสุด: 129.-  
ปกติ 210.-

16 ก.ย. 65 – 15 พ.ย. 65

อาหารจะวางอยู่ในภาชนะใส่กระดาษที่แยกต่างหาก  
ราคาอาจแตกต่างกันในแต่ละสาขา  
บริษัทของแมคโดนัลด์ในการเปลี่ยนแปลงนี้จะไม่รับผิดชอบค่าใช้จ่ายของสมาชิก





# Omnichannel Promotions



## Quick & Easy Video Sockeye Tumi Bowl



## Costco Connection Magazine Ad



### Char-Grilled Alaska Sockeye Salmon Rice Bowl

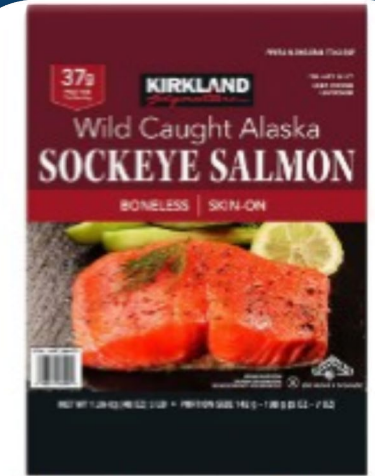
- 3 cups cooked rice, kept warm
- 8 to 12 cups mixed greens
- ¼ tsp nigella seeds or black sesame seeds
- 2 cups English cucumber, halved lengthwise, then thinly sliced
- ½ Tbsp extra-virgin olive oil
- 2 cups cherry or pear tomatoes, halved
- Salt and pepper, to taste
- ½ cup red onion, in half-moon silvers
- 4 tsp canola oil, divided
- 4 (4 to 5 oz each) Wild Alaska Sockeye Salmon fillets, quartered
- Bottled Thai peanut sauce

Toss the warm rice with the seeds, olive oil, salt and pepper. Heat a grill to medium-high heat. Rub 2 tsp canola oil on the grill grates and 4 metal skewers. Skewer the salmon. Brush the fish with the remaining canola oil, then salt and pepper to taste. Cook for a few minutes on each side, until slightly charred. Remove the fish skewers from the grill. Place 2 to 3 cups mixed greens in the bottom of 4 large single-serving bowls. Add ¾ cup rice to each bowl. Arrange ½ cup cucumber, ½ cup tomato and 2 Tbsp onion around the rice in each bowl. Add a skewer of salmon, and serve with the peanut sauce on the side. Makes 4 servings.

## Business Centers TV Ad



## In-Warehouse Email Catalog



### In-Warehouse + Online

Kirkland Signature Wild Alaskan Sockeye Salmon

3 lbs

**\$5 OFF**

LIMIT 10. Price varies in AK, HI and PR. Available for delivery at a higher price





# Earned Media



At Rosalie Italian Soul in Houston, chef Chris Cosentino makes this variation on his family recipe, for which they typically used chicken thighs. He selected Alaska sable for its sustainability as well as its high fat content, "which adds a depth of flavor and makes it a little more forgiving in the cooking process," he said. "Alaska sablefish season opens in March, which makes this a perfect dish to add into rotation for the spring menu."



**Wild Salmon**

If you can, opt for wild-caught salmon as opposed to farm-raised—it contains fewer toxins and isn't usually grain-fed. Salmon is chock full of omega-3 fatty acids, which, among other things, can keep your skin healthy and glowing and even give your mood a positive boost.

Of the salmon species, **Wild Alaska sockeye salmon** has the most vitamin D, according to Lydon, who said that just 6 ounces has more than the daily dose.



**T. You Need To Stop Overlooking These 12 Types Of Fish**

Sablefish aka Black Cod



Martha Cooks

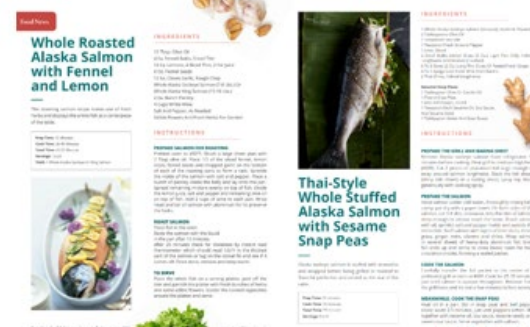


martha stewart  
How to Defrost Fish the Right Way, According to a Seafood Expert

Also, why you may prefer cooking fish from frozen rather than defrosting it.



'Top Chef' Melissa King shares how to cure fish at home: 'fascinating and quite easy'





# GLOBAL COMPETITION

- Opportunities & Challenges not unique to Alaska Seafood
- Norwegian Seafood Council global marketing budget \$46M (\$5M USA)
- Russia investing \$7 Billion into its fisheries
  - New Processing, Vessels, Cold Storage & Promotions
  - “New Alaska”
  - Finally blocked from U.S.A.!





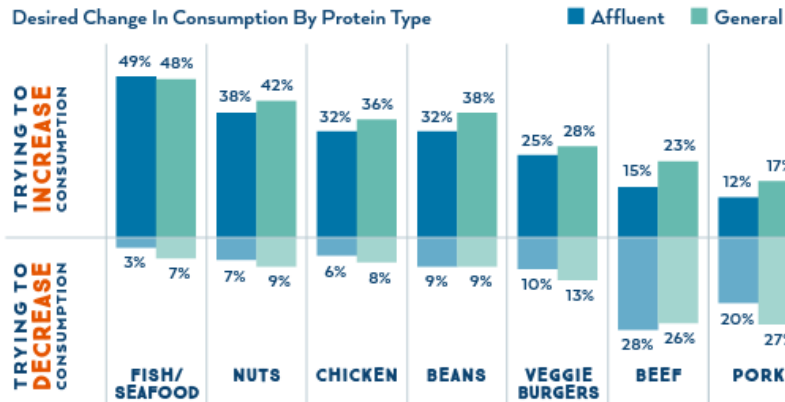
# Consumers like seafood!



Wild, Natural & Sustainable™

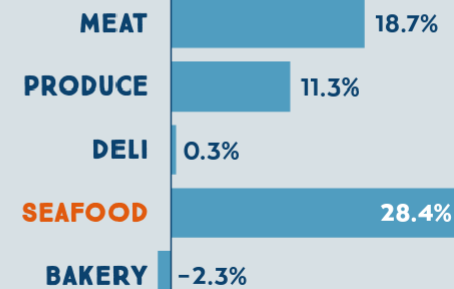


## NEARLY HALF OF ALL CONSUMERS ARE TRYING TO INCREASE THEIR SEAFOOD CONSUMPTION



## UNPRECEDENTED GROWTH IN 2020

According to the 2021 FMI Power of Seafood Report, the seafood department was a leader in the growth of grocery sales with an increase of **NEARLY 30%** much stronger than meat, produce, deli and bakery.



# Alaska seafood is still highly desired

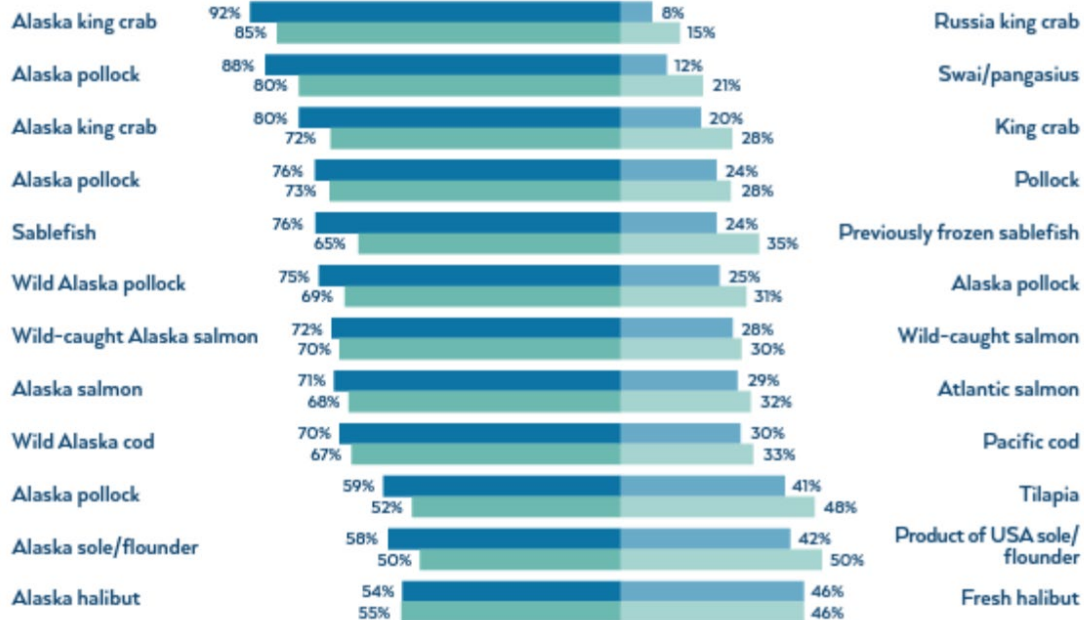


Wild, Natural & Sustainable™



## CONSUMERS PREFER ALASKA SEAFOOD BY A WIDE MARGIN

PREFERRED SEAFOOD TYPES ■ Affluent ■ General





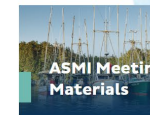
# Online Resources

↓ Publications ↓ Meetings & Events ↓ Announcements

The Alaska Seafood Marketing Institute aims to make Alaska seafood the #1 seafood of choice for consumers worldwide. Sustainability, quality, and nutrition and health research are our driving pillars. And our global marketing efforts ensure consumer worldwide Ask for Alaska!

[Learn More About ASMI](#)

## Industry Tools



## Resources for Industry & Fleet



**Market Information**

[Find Out More](#)



**Fishermen Resources**

[Find Out More](#)



**Market Your Catch**

[Find Out More](#)

## Research

### Research Library

The ASMI research library provides links to pertinent articles relating to the seafood industry.

[View Articles](#)

### Whitepapers

ASMI Technical provides thorough research in the form of whitepapers for seafood industry needs.

[View All](#)

### Resource Library

Resources like species fact sheets and nutrition information are available in the resource library.

[View Technical Resources](#)



## Quality Handling Resources

Quality handling of Alaska seafood remains important from deck to dish. Review these resources created by the ASMI technical program.

[Learn More](#)

## Nutrition Resources

Find out detailed information about the nutrient content of each of Alaska seafood species.

[Learn More](#)



## Sustainability Resources

In Alaska, seafood is responsibly managed utilizing a world-leading science-based approach to help communities, fish stocks and entire



Thank you!



*Wild, Natural & Sustainable™*

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